

**REMARKS**

In accordance with the foregoing, claims 1, 8, 9, 15, and 21-23 are amended. No new matter is presented and, accordingly, approval and entry of the amended claims are respectfully requested. Claims 1-23 are pending and under consideration

**CLAIM AMENDMENTS**

Independent claims 1, 8, 9, 15, 21-23 are amended to recite, respectively, an advertisement information providing system, a method, a computer readable recording medium, and a system, using claim 1 as an example, "wherein the selecting advertisement information includes that upon provision of a plurality of advertisement information from an advertisement provider the first advertisement information selection means selects the advertisement information from the plurality of advertisement information." (See, for example, pages 9-10).

No new matter is presented and, accordingly, approval and entry of the amended claims are respectfully requested.

**PAGES 2-3: REJECTION OF INDEPENDENT CLAIMS 1, 8, 9, 15, 21-23 (AND RESPECTIVE DEPENDENT CLAIMS 2-7, 10-14, AND 16-20) UNDER 35 U.S.C. §102(b) AS BEING ANTICIPATED BY SUGIMOTO ET AL. JP 11-242714**

The Examiner rejects independent claims 1, 8, 9, 15, 21-23 (and respective dependent claims 2-7, 10-14, and 16-20) under 35 U.S.C. §102(b) as being anticipated by Sugimoto.

Independent claims 1, 8, 9, 15, 21-23 are amended to recite, respectively, an advertisement information providing system, a method, a computer readable recording medium, and a system, using claim 1 as an example, including "first preference trend input means for inputting preference trends of said addressee; first advertisement information selection means for selecting advertisement information suitable for the preference trends of the addressee input by said first preference trend input means; and advertisement information adding means for adding advertisement information selected by said first advertisement information selection means to said card, wherein the selecting advertisement information includes that upon provision of a plurality of advertisement information from an advertisement provider the first advertisement information selection means selects the advertisement information from the plurality of advertisement information." (Emphasis added).

That is, selection of advertisement information suitable for the preference trends of the addressee from a plurality e.g., diverse advertisement information of which the providing target is conducted upon such diverse information being provided by the advertisement provider. For example, advertisement information that has the most publicizing effect is selected from the plurality of advertisement information, when matching occurs between the preference trends of

the addressee input by the client and the target of provision of advertisement designated by the advertisement provider.

As provided in MPEP §706.02 entitled Rejection on Prior Art, anticipation requires that the reference must teach every aspect of a claimed invention. Applicants submit that Sugimoto does not support an anticipatory-type rejection by not describing features recited in claims 1-23. Sugimoto does not teach inputting or selecting based on "preference trends" in the pages and drawings cited by the Examiner, or anywhere else.

Further, Sugimoto does not teach that upon provision of a plurality of advertisement information from an advertisement provider selecting "advertisement information from the plurality of advertisement information" that is "suitable for the preference trends of the addressee."

In fact, Sugimoto teaches (see, for example, page 19) that a selection of a gift is by a "sender" not based on a "preference trend."

#### CONCLUSION

Since features recited in claims 1, 8, 9, 15, 21-23 (and respective dependent claims 2-7, 10-14, and 16-20) are not taught by the cited art, the rejection should be withdrawn and claims 1-23 allowed.

#### CONCLUSION

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

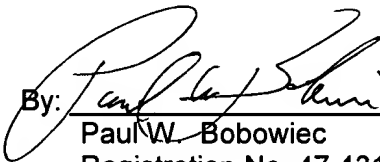
Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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